

### Amendments to the Specification

Please replace Paragraph [0013] with the following marked-up replacement Paragraph:

-- To achieve the foregoing objects, and in accordance with the purpose of the invention as broadly described herein, the present invention may be provided as methods, systems, and computer program products. In one aspect of preferred embodiments, the present invention provides techniques for enabling end users to subscribe to content in a computing environment without requiring them to initiate a subscription process, comprising: identifying behavior patterns of a user; using the identified behavior patterns to identify content which may be of interest to the user; and offering, to the user, a subscription to the identified content, without requiring the user to initiate a request for the subscription. Preferably, the offered subscription is registered, upon acceptance thereof by the user, and the registered subscription is then used to deliver the identified content to the user. The user may be allowed to customize the offered subscription such that at least one condition is placed on at least one portion of the identified content (where the portion may comprise ~~comprises a subset of~~ the identified content in its entirety), and in this case, the offered subscription, as customized by the user, is preferably registered upon acceptance thereof by the user. The registered subscription may be used to deliver the identified content to the user, and/or to carry out other action(s). If the user selected one or more conditions when customizing the subscription, then the content must match the condition(s). Behavior patterns may be identified for a plurality of users, and content may be identified that is interest to more than one user (and this content may vary among the users), such that subscriptions may be offered to more than one user. --